



**FACTORS CONTRIBUTING TO CUSTOMER SATISFACTION TOWARD
CLAIM SERVICES IN ANIKA INSURANCE BROKERS SDN BHD**

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APRIL 2011

“DECLARATION OF ORIGINAL WORK”



**BACHELOR OF BUSINESS ADMINISTRATION
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MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, MOHD AMRI BIN YUSOF LATEB, (I/C Number: 880203-08-7029)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

April 2011

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

Universiti Teknologi Mara

MELAKA

Dear Puan,

Noraznira Binti Abd Razak

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS CONTRIBUTING TO CUSTOMER SATISFACTION TOWARD CLAIM SERVICES IN ANIKA INSURANCE BROKERS SDN BHD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your sincerely,

MOHD AMRI BIN YUSOF LATEB

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ABSTRACT

The research entitled “Factors Contributing to Customer Satisfaction toward Claim Services in Anika Insurance Brokers Sdn Bhd” is conducted with four objectives mainly which the first objective is to measure the level of customer satisfaction towards claim services provided by Anika Insurance Brokers, second is to identify the most important factors that contributes to customer satisfaction toward claim services provided by Anika Insurance Brokers, third is to determine the direction of relationship between Service Quality and Commitment toward Customer Satisfaction and the last objective is to determine the direction of relationship between Knowledge and Efficiency toward Customer Satisfaction.

Respondents that involve in this research study are mainly clients of Anika Insurance Brokers Sdn Bhd that having a claim history with Anika with 50 questionnaires were distributed toward them. At the end of this research, researcher found that all of the independent variable is trust to be the important factors that contribute towards customer satisfaction among clients of Anika Insurance Brokers Sdn Bhd.

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